

DECEMBER 10, 1954

LEATHER AND SHOES

The Magazine for Executives

GOVERNMENT MAY CHALLENGE UNITED'S TERMS

CIO-AFL Battle For Leather Workers

Wood Heels' Role In Tread And Balance

Korn Modernizes A Hide House

Fashions As A Sales Aid (Shoescape)

Shoe Worker Earnings Rise 23-26%

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Charcoal Brown in Burlee

SIDE UPPER LEATHER

To suit the dark color
trend in men's fashions,
Beggs & Cobb presents a
"blackened brown" in the
rich tone of Burlee . . .
for basic town shoes.

BATES

Original
BATES SHOE COMPANY
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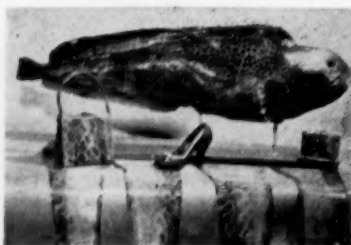
TANNERS OF SIDE UPPER LEATHER - BOSTON, MASSACHUSETTS

LISTEN TO THIS!

Soulful song. Cry-singer Johnnie Ray is recuperating in the hospital after an operation on his foot. While at a swimming pool a Martini toothpick stuck into the bottom of his foot. That's one day when he wasn't singing from his sole.

New suede. A new development in suede kid is called "Reversuede." The grain side is finished in a contrasting color. It enables shoe manufacturers to produce unlined suede shoes with the inside a contrasting shade to the uppers. The British maker, Treforest Chrome Leather Works, Ltd., is producing black suede kid with a choice of 20 different colors on the grain side. Other outside colors are also available.

Unique request. A Memphis, Tenn., woman, Mrs. Joyce Stuard, walked into a department store and bought two handbags, one green, the other red. She said they were to match the shoes on her feet—one green, the other red. She'd had no luck finding what she really wanted: a combination red-green leather handbag to match her mismatched shoes.



SEA LEOPARD SHOE LEATHER is creating much interest in the European shoe industry. These cat fish are caught off the coast of Greenland, their skins chrome-tanned to produce strong and unique leather. They're available in 20 colors. Italian shoe designer Ferragamo has styled a group of shoes made with this leather.

Leather garments. A German Clothing Leather Committee has been set up in Frankfurt, with one of its purposes to increase exports of leather garments. Three sections are comprised of sheep, goat and calf leather groups. The Committee will act as liaison between the tanning and apparel to produce smart styling with new leathers.

Recipe. Want to live to 100? Follow the practice of Nicola Calderone of Providence, R. I., who for decades up until he was 96 years of age took a three-mile walk before breakfast. This year he passes the 100-year mark.

New safety shoe. Lehigh Safety Shoe Co. has developed a new type of safety shoe especially for use in hot mills, refrigeration plants, mines, and other places where feet are exposed to extreme cold or heat. It's a special insulated shoe with a vinyl padding, which the makers say is superior to other insulating materials because it doesn't absorb moisture, oil or odors. It comes in 8-inch or 12-inch heights.

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SHOE MANUFACTURERS SAY:

"SUPERGRIP Sole Attaching Cements can give you more mileage".

CASE No. 19F

Shoe manufacturer changed to SUPERGRIP No. 662 for slip lasted shoes. 23% more pairs cemented per gallon of cement

CASE No. 24A

Change to SUPERGRIP Cement gave this manufacturer 15% more mileage on shoe bottoms, and 20% more mileage on sole cementing.

The big reason why you can expect better performance from SUPERGRIP Cements is the thorough milling and blending of materials. SUPERGRIP Cements are more than "just mixed". The basic solids used are blended permanently by breaking down their molecular structure. The result in batch after batch is a cement of smoother flow and uniform viscosity.

In hundreds of shoe factories, the strength and performance of SUPERGRIP Sole Attaching Cements have proved steady and reliable. Arrange now to test SUPERGRIP in your factory, using your shoe materials and methods. Just call the nearest United Branch.

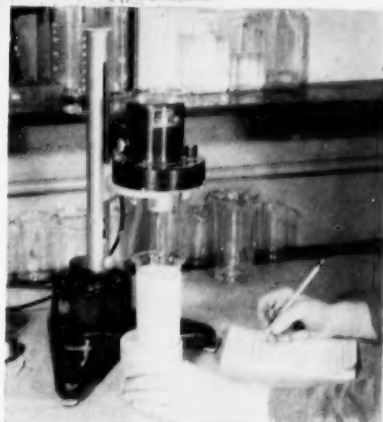
SUPERGRIP Sole Attaching **CEMENTS**

products of B. B. CHEMICAL COMPANY

Distributed by UNITED SHOE MACHINERY CORPORATION • BOSTON, MASSACHUSETTS

December 18, 1954

LEATHER and SHOES



Viscosity testing is a major part of the SUPERGRIP QUALITY CONTROL system. Correct cement viscosity results in good machine performance and maximum mileage. All SUPERGRIP Cements are tested on this viscometer to make certain the proper range of viscosity is maintained.

SIDE SHOW

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A handsome leather for the new light look!

Lawrence's supple Gun Metal is a natural for shoes, styled in the new light trend which is sweeping the country.

Esteemed for its radiant dressy appearance,

Gun Metal is an aristocrat among side leathers.

Applauded by manufacturers and retailers alike,

it is a favorite for men's, women's and children's shoes. Available in a variety of light and dark colors.

Send for swatches today.

A. C. LAWRENCE LEATHER CO.

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PEABODY, MASS.

Gun Metal is mellow

Gun Metal is supple

Gun Metal is rich

...it's naturally better

shoescope

the Advance Guide to Footwear Fashion

MERCHANDISING FASHION

Here's a good rule for manufacturers and retailers to keep in mind when planning consumer advertising and promotions:

The costume plus the occasion determines the shoe style to be worn.

These two factors: 1) the costume and 2) the occasion have been utilized effectively in recent apparel ads. One outstanding ad was for men's neckwear company . . . showing ties designed specifically to go with charcoal brown suits, charcoal grey suits, charcoal blue suits, and light grey suits . . . three ties in each category. Ad definitely stressed coordination of tie with specific apparel—a positive approach giving consumer an easily comprehensive guide as to what styles and colors in ties best coordinated with specific apparel (suit colors in this instance).

Another noteworthy idea is the "Occasion Chart" (this one also in the men's apparel field) sent out by a shirt company showing "what's right when." This stresses the "right" styles and colors in shirts for specific occasions, such as: "After Five, White Is Right," "For Business . . . Colors," "Important Business Dates," "For Parties and Winter Nightclubbing," "For Casual Weekends, Wear . . ." "For the Country, Wear . . ." "For Watching Television and Informal Entertaining, Wear . . ." In each instance the types of shirts, colors, fabrics were specifically defined giving consumers informative and educational guidance for acquiring a well-dressed, fashionable appearance. A reliable source of information with positive direction.

Same factors: 1) costume and 2) occasion provide powerful themes for shoe advertising and promotion . . . provided, of course, they are handled in a sincere and informative way . . . not frothy and fancy, but down-to-earth and believable.

Giving shoes a reason for being gives consumers a reason for buying.

WOMEN'S FOOTWEAR

Dressy flats continue in strong demand as at-home entertaining spree grows and grows. Housing boom continues, more people buying own homes and wanting to show-off their newly acquired possessions. Therefore more entertaining in homes. Young wives who have grown up in era of "flat" popularity are seeking dressy flats that combine comfort and smart dressy look for at-home entertaining. Illustration (1) is example of some of new thinking in dressy flat range. Shoe has d'orsay side line and jewelled embroidery vamp decor.





Close blending of tones of one color getting acclaim by leading shoe designers. Not like the ombres of past years. New color blends are only slight tonal gradations. Designers like close blend tones in open sandalized patterns and as color accent on black or neutral color pumps. (2)

Robin-Hood flats that resemble short bootie styles getting good interest, according to reports from retailers in midwest and northern cities. Glove leathers and soft suede are favored materials. Watch for more of these styles in fall 1955. Some of style leaders now concentrating on designing expanded range of these bootie styles.

GIRLS' FOOTWEAR

Pump styles gaining strength in little girls' footwear fashion picture. But fit still considered a problem by many manufacturers and retailers. New pump patterns with stylized sabot straps and new buckled strap designs (3) now being developed by manufacturers. Straps are placed low so that shoe retains pump look yet has firmer fit than strapless pumps and is distinctly different style from conventional single strap shell types.

MEN'S FOOTWEAR

New concentration on two-eyelet bal patterns developing in men's shoe design circles. Low-topline styles getting particular attention. Majority of low-topline patterns now available are blucher styles and retail requests for bal styles bringing about many new ideas in low-topline styling.

Two-eyelet bal with low-topline and Italian styling influence, created especially for Shoescope readers, has novel side-wall treatment that tapers to sole line just short of toe tip. (4)

Another interesting low-topline design from Europe has unusual moccasin toe line that runs into a streamlined saddle treatment. Quarter is very low at point where it meets saddle. (5)

TEEN-AGE BOYS' FOOTWEAR

Black becoming very strong color trend in teen-age boys' footwear. Most manufacturers report continuing increase in sales of black shoes to this age group. Some note sharp increases with corresponding drop in sales of brown shoes . . . others merely note a steady gradual shifting.

Cordo colors and cordovan leathers also gaining in sales of teen-age boys' shoes. In some high schools, teens consider boys who don't wear cordo or black shoes as real "squares."

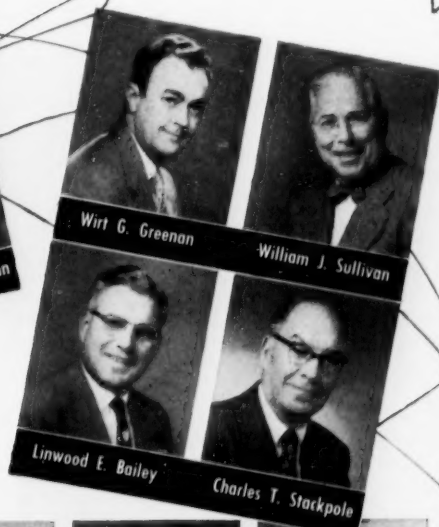
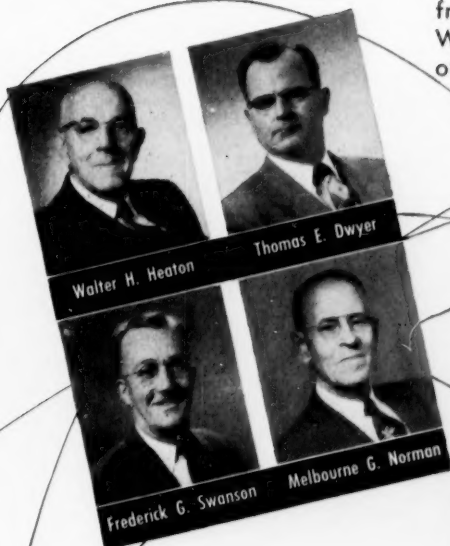
Among favored patterns are bellows-tongue styles (6) and raglan bluchers. Plain toes seem to be leaders over fancy wing styles. Moccasin toe styles still very popular. Noteworthy interest is developing in strap styles, with either plain toe or moccasin toe. New design in strap pattern features moccasin toe line that extends back through quarter. (7)

Kay Sleator

ASK YOUR Beckwith Box Toe Salesman...

These sales and service men of Beckwith and its affiliates Arden-Rayshine and Safety Box Toe have both the products and know-how to meet your specific shoemaking problems. Box Toes and other shoe specialties for everything from baby's booties to top sergeant's kicks. Materials ranging from softest felt to toughest austempered steel. We can't tell you the whole Beckwith story here, of course . . .

ASK YOUR SALESMAN.



Beckwith

MANUFACTURING COMPANY
DOVER • NEW HAMPSHIRE

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EDITORIAL

Over-Zealous Promotion Of Men's Low-Topline Shoes Can Backfire

Historically, Shoe Sales Thrive During A Basic Style Transition Period — Only To Have Pain Follow Pleasure

It seems to us that the men's shoe industry may be building exaggerated hopes for the currently popular low-line shoes. It is pinning its expectations on something that may prove a grievous disillusionment.

A poll of men's shoe manufacturers reveals that most of these producers feel that in 1955 some 50 percent of all men's dress and semi-casual types will have low-line patterns. And also, that within the next two years nearly 100 percent of all such dress and casual-dress footwear for men will be low-line types.

All of these anticipations may well come true. Our question—and one in which the men's shoe industry should be deeply concerned—is this: Does the low-line pattern hold promise of selling more pairs of shoes to men?

And it's right there where we think the disappointment is due.

The immediate or short-range results will in all likelihood prove favorable. The current shift from conventional shoes to lower-topline shoes is already giving a real and needed lift to men's shoe sales. It is proving to be the same happy result, in principle, as the change-over from short to long skirts when Dior introduced his "New Look" some years back.

But once the change-over is made, where do we go from there? When all or most men own a pair of low-topline shoes within the next year or so, as hoped, their replacement purchases will then continue to be low-topline shoes. In short, the ultimate result will be a duplication of conditions of the recent past—primarily a replacement business.

We believe this is an important consideration that should be given now by the men's shoe industry. The low-line shoe is fine so long as it boosts sales via a basic style turn-over plan. But once the basic style is turned over, another new basic theme must be in readiness to introduce or motivate sales to a higher

plateau. Reversion to a replacement-sales level must be prevented.

Another example of how men's shoe business may be painting itself into a corner is the matter of colors. A major shift is being made from brown to black as the dominant shoe color. This is fine during the period of style transition. If men can be made to add a pair of black shoes to wardrobes which in most instances were predominantly brown, the obvious result is added business. That is, until shoe wardrobes are predominantly black.

Thus we see an important over-all shift to black low-topline shoes for men. We repeat: This is ideal while we are in such a transition, for it means a substantial sales turnover and increased volume. But as soon as the transition is completed, we return to the old status quo of limited per capita men's shoe sales (in recent years less than 1.5 pairs for all dress and casual shoes combined).

The obvious objective of the men's shoe industry must be to prevent limitation of basic patterns and colors. And also, preparedness to introduce and promote a variety of basic designs, patterns and colors periodically. And these should be promoted as distinct basic style types, each type specified for a definite costume or occasion.

Now, as obvious and trite as this may appear, for many years this has not been done. While there has been a normal seasonal turnover of patterns, there were no major basic changes or style themes until the advent of the low-line shoe. And no major color shift away from the long reign of browns until the recent advent of blacks—thanks to the introduction of charcoal tones in the men's clothing industry.

Perhaps no other consumer group has been more one-pair-minded than men. For many years the all-purpose brown men's shoe ruled the roost and virtually nailed sales to a stationary position year

after year. Now that the transition is being made to black low-line types, the industry must alert itself against the same pitfall when the present transition is completed.

Much of this tendency can be prevented by educational and promotional means. Here is one current example. A leading neckwear maker is presently running national ads showing groups of neckties, each group fashion-applicable to four leading types of charcoal-color suits: brown, dark grey, lighter grey, and blue. Thus, for instance, a combination pink-brown necktie is not worn with a charcoal grey or charcoal blue suit. The pink-brown tie has a specific go-with place. This obviously indicates a wardrobe of ties.

This is not only selling-advertising but service-advertising. It renders a helpful, desired service to the reader or viewer in terms of information. It is, in short, educational.

The perennial enemy of men's shoe business has been the all-purpose shoe, whether in terms of a pattern, design, color or material and texture.

Yet we are seeing the low-line converted into virtually every type of men's dress and casual shoe. It's the same transition that was experienced in the shift from hightop shoes to oxfords. At first, men bought a pair of each. Back in the early Twenties men's per capita was a whopping 2.5 pairs. Then hightops were out, and only oxfords remained. Per capita slumped to two pairs, and finally down to a present 1.5 pairs.

Shoe business, like any branch of the apparel business, has a happy time during a style transition. The shift from the old to the new rings up gratifying sales. But unless there's realization that all fashion transitions are short-lived, pain will follow pleasure.

Let the low-line shoe be promoted for its full sales worth—but not in such a manner that consumer's minds are closed to the fact that it takes several pairs to comprise a complete wardrobe. Over-zealous promotion of the low-line at the expense of all other types can create a fashion misconception and result in the low-line becoming an all-purpose shoe.

Men's shoe business must not make the mistake of paying so much attention to the incubator that it forgets the egg.

Reprints of the editorial at nominal cost: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.



Put calfskin in the foreground . . .

Whether you're trimming the window or greeting a new customer — give yourself the break of putting genuine calfskin first. It's the best "quality key" any shoe store could possibly have.

Genuine calfskin not only looks better at first — it stays looking that way. This young, live leather retains its suppleness. Repeated polishing only brings out its mellowness and emphasizes its smooth, fine grain. Men like calfskin for its rich look of quality and its superb wear.

Lawrence's Saxon, Polo and Tweed calfskin build better shoes and a better customer following. That's why they will build better profits for you.



A. C. LAWRENCE LEATHER CO., Peabody, Mass.

A DIVISION OF SWIFT & COMPANY (INC.)



Matrix's Fleetwood No. 233 blucher wing-tip is fashioned from Lawrence's Polo Calf in the Charred Chestnut Shade No. A-27. A shoe of character for the man with an eye for fashion.



news X-Ray

Government apparently displeased about United's new terms.

... Action now stirring in Washington, may result in "challenge."

... AFL-CIO battle for leather workers becoming explosive.



Wagers on the outcome of United Shoe Machinery's new terms are now beginning to line up. Here are some of the convictions getting top mention: (1) that the government's antitrust division will challenge the new terms on the grounds that the relief promised by the court decree is not being delivered under the new terms; (2) that the government may request a re-opening of the case unless some sharp revisions are made in the new leasing and sales terms. Keep in mind that the government had originally requested a stiffer decree than it got.

(3) **That official sources in the shoe industry**, representing manufacturers, will protest some major aspects of the new terms — primarily the ultimate higher costs on leasing, with resulting upped costs (estimated 3 to 10 cents a pair) for footwear. While some individual manufacturers are making cost studies in their own factories, regarding the machines, most are awaiting outcome of studies emanating from their trade associations.

(4) **While there'll be no rush to buy foreign or non-United shoe machinery**, United's sale terms will be in for some strong protests. Chief basis of such protests or feeling of protest, currently, is the comparison of prices with foreign machines of similar types with United's. In short, United's machines are priced too high is some important consensus.

(5) **Machine servicing may move more directly into hands of individual shoe manufacturers**, due primarily to what is considered a "high rate" (\$4.80 an hour) for service and travel charges. Again, no immediate rush on this score, but "serious consideration" being given by many shoe producers, especially the large and medium. The idea: to retain machinery maintenance men on the payroll and premises. Several manufacturers already doing comparative cost studies or see what savings might result from such a plan.

All this is presently "unofficial" but is based on many personal interviews with leading voices covering all major aspects of the industry, plus government and other "outside" sources. General feeling is that United is going to have to make some important revisions in its new terms to strike the "happy medium" appeasing all involved factors and at same time do justice to its own rightful interests.

Whether government asks re-opening of case depends upon two important factors: (1) whether it decides that the promised "relief" in the court decree is being de-

livered to the shoe manufacturers; (2) the expressed interest shown by shoe industry in wanting revision of terms.

Attorney General Herbert Brownell is expected to make a "statement" shortly regarding the United case and the new terms—probably with some indication of what Justice Department plans to do. A decision is already in the making, based upon current study of the new terms. You can expect it to come before January 1, when United's new terms are due to become officially effective.



The pot is really boiling concerning the CIO-AFL battle for the membership of International Fur & Leather Workers Union. The current betting is running this way: The headquarters sector (New York) of IFLWU will link up with AFL. So will some other sectors, such as the Midwest where IFLWU president Feinglass bears strong influence. But New England as a mass body (some 10,000 workers, representing a good proportion of the union's total membership) will move in with CIO. Small groups outside New England are expected to later join CIO, or remain independent.

But the breakup of IFLWU is now pretty much settled. A schism has taken place, based almost wholly in differences regarding the sore-boil Commie issue which has so long plagued this union. It's definitely splitting into two major groups, with possibly a few small splinter groups in addition.

The real confusion is yet to set in, however. Merger of the CIO and AFL now seems certain, may come within the next year. Then what happens to the leather workers' unions belonging to CIO and AFL? Do they rejoin into a single unit — primarily the same organization that was formerly IFLWU? If so, who rules . . . CIO or AFL leather union officials? This is going to be real touchy if and when it happens.

No one can quite figure AFL Butcher Workmen's angle in bringing into its ranks an alleged Commie-dominated union such as IFLWU. The AFL has long been prominent for its anti-Commie stand . . . yet now welcomes a union booted out of CIO for its Commie domination.

According to just-concluded agreement with AFL Butcher Workmen, IFLWU retains control over appointments of its paid union officers. This indicates virtually no change in IFLWU policies or leadership. IFLWU gains "respectability" as AFL union. What AFL stands to gain remains the riddle of the year.



LEATHER AND SHOES



The Magazine for Executives

THE SMOKE CLEARS

Government May Challenge United's New Terms, Possibly Re-Open Case

Justice Department's Plans Hinge On Whether Shoe
Manufacturers Get Promised "Relief" Under New Terms

Attorney General Herbert Brownell, Jr., and members of his antitrust staff are giving a top-to-bottom scrutiny to the new terms for lease and for sale of machinery by the United Shoe Machinery Corp., it was learned in a LEATHER AND SHOES interview this week in Washington.

The study is designed to find out (1) if the terms meet the decree of the U. S. District Court in Boston of Feb. 18, 1953; and (2) if the terms, whether or not they literally meet the decree, actually give adequate relief for users of United's machines.

A number of analyses of the new terms and of their impact upon footwear manufacturers already have been prepared by several in the industry and by economists. These indicate that the terms are high, both for sale and leasing of machines by United.

One study, for instance, indicates that the sale prices set by United for new machines range up to 1200 percent of the original cost. The cost figures are based upon a 1949 schedule put into the record of the case, under which United, itself, sold to its subsidiaries. Admittedly, there may have been rises in costs since then.

An analysis of 201 new and important machines used in footwear plants, and of the prices at which they are offered for sale under the new terms, indicates the prices are above the 1949 schedule. Here is the breakdown:

Number of New Machines	Sale price, as % of 1949 schedule.
4	\$1000 to 1200
6	800 to 1000
11	600 to 800
40	400 to 600
137	200 to 400
3	Less than 200
201	

As for used machines, the prices similarly seem high, under some analyses. Thus, one important machine, when 10 years old, sells for 79 percent of the cost when new. As the age increases, the cost drops, so that one 41-year-old machine sells for 15 percent of the cost when new. After this age, there is little drop in the price, if any. A graph of the used machine prices indicates a steady drop in price, year by year. At that, however, some point out that many types of shoe machines are depreciated in full for income tax purposes after 12 years. This, however, is not directly related to the sales price.

The leasing terms, under one analysis, reflect increases over the present lease terms. One calculation is that on an over-all basis, the leasing charges are 50 percent more than in the past.

Attorney General Brownell, presumably, could take the matter back to the courts once again, if he finds the new terms are not giving the relief the government believes absolutely necessary. Whether he will do so, is yet to be seen.

While the facts of the case, and the

law of the case will decide whether the government goes to court once again, there are some factors, as well, that could have a bearing. Some of these are:

1—The reaction of footwear manufacturers to the new terms by United. Thus, if a large number of manufacturers complain of the terms, it might

Justice Dept. Says

Stanley N. Barnes, assistant Attorney General in charge of Antitrust, told LEATHER AND SHOES that the Justice Department will "welcome" the aid of shoe manufacturers in its study of USMC's new sale and lease terms.

Barnes said, in a letter: "The final decree entered in the Government's recent monopoly case against United Shoe Machinery Corp. forbids that company after Jan. 1, 1955, from offering for lease any shoe machine type unless it also offers such type for sale. The decree also requires United, if it offers any shoe machine type for lease, to set such terms for leasing that machine as do not make it substantially more advantageous for a shoe factory to lease rather than to buy a machine. If any lease or contract substantially discriminates in favor of leasing, the Government is entitled to apply to the court for further specific relief.

"The sales and lease terms announced by United Shoe Machinery Corp. are being carefully studied by the Antitrust Division staff to determine whether these terms comply with the final judgment. We, of course, welcome the assistance of shoe manufacturers in this connection, and would be especially interested to obtain information from them as to whether the new optional terms 'do not make it substantially more advantageous for a shoe factory to lease rather than to buy a machine,' as required by the judgment."

prompt the government to press for more relief.

2—The decision of manufacturers whether to buy or continue to lease United's machines. Thus, the court decree called for the end of any discrimination that would persuade manufacturers to lease, rather than buy machines. If the effect of the new terms is to dictate that manufacturers lease, rather than buy, the government might see this as failure by United to meet the decree.

3—Whether manufacturers of footwear are urged to sign up before Jan. 1 on the old terms, rather than wait for the new terms next year. This could have some impact upon government thinking.

4—The over-all impact of the new terms upon shoe manufacturers and consumers. Thus, one industry economist has estimated that the over-all effect of the new terms is that the cost of manufacturers will average out about three to five cents a pair more than now; this, presumably, will be passed on to consumers in time. The extra money, further, is likely to wind up in the hands of United, under this estimate.

Officially, Attorney General Brownell and his chief of antitrust, Stanley Barnes, are withholding comment on the new terms at this time. They do admit, however, they are giving them closest study.

While the government could accept the new terms as satisfactory, it also could challenge them on the grounds they do not give the relief sought in the decree. Beyond that, the government could move to reopen the whole case on the grounds that the decree, itself, is far too moderate; the government might claim that the terms, themselves, prove that the decree was too moderate.

This would be little surprise, further, as the government originally sought a decree far stiffer than the one that finally issued.

Potash Freed On Bail

Three and one-half years after his conviction with 10 others on charges of conspiring to overthrow the Government, Irving Potash, vice president of International Fur and Leather Workers Union, found himself temporarily free this week.

Released from prison a week ago after good behaviour won him 18 months off his five-year sentence, Potash was arraigned almost immediately in Federal Court—again on charges of violating the Smith Act.

Potash and 10 other prominent members of the Communist Party had received five-year sentences from Judge Harold Medina in the now-famed Smith Act trials. The IFLWU officer was the first of the group to be released.

He was released on \$5,000 bail after Judge Gregory Noonan set his new trial for March 1, 1955.

Allied Marker Moves

Allied Marker Co. and Kay Machine Co. of Haverhill, Mass., are moving from 64 Washington St. to a new plant at Railroad Ave. opposite the Bradford station, according to Harry Kimball, president of both firms. The new location doubles present floor space of each firm.

Wood Heel's Role In Correcting The Shoe's Balance And Tread

The Wood Heel Industry Aims To Alter Some Misconceptions About Applying Heels To Shoes

Of the many component parts which go into the making of women's shoes, none can more adversely affect the fit, comfort and appearance of the shoe than incorrectly treaded or balanced wood heels.

According to the wood heel industry, there unfortunately exists within the shoe manufacturing industry too many who approach this subject unthinkingly. For example, some shoe executives request an exact copy of a heel seen or used on a competitor's shoe which nine times out of ten should have minor changes made to properly fit the new shoe. The inherent difference in lasting and methods of fabrication between one shoe factory and another, even though both may be using exactly the same last, patterns and shank, often requires a slightly different balance and tread of a given heel.

It is also common practice for a shoe manufacturer to request a definite heel height regardless of what it may do to toe spring. In situations of this kind, the heel manufacturer unfortunately has no choice but to supply his customer with the heel demanded.

To maintain assurance of correctly fitted heels, the customer should furnish the heel manufacturer with at least a 4, 6, and 3B shoe ready for healing with complete knowledge that the samples contain the exact construction that is to be used in case lots together with information as to the style and appearance desired.

With this working material and information, the heel manufacturer can and will do the job properly. After the shoes have been fitted, the model heels should be nailed on under normal factory conditions for a double check before adoption. If the shoe is to be made in a wide range of widths, good shoe making and heel making require, in most instances, the foregoing application and treatment to at least the 5, 7 and 9AA sizes as well.

Reference has been made above to the importance of toe spring for correct fitting and comfort, but heel spring is equally important. The age old theory of a thin dime allowance still holds pretty true in most cases. Especially in the case of pump patterns is this allowance of major importance because it tends for tighter top line fit when the shoe is on the foot.

It is a foregone conclusion that to follow this procedure is time-consuming and, unfortunately, the nature of the women's shoe business is such that production schedules often do not seem to allow this required time. As a result, too many shoes are sold at retail with badly balanced and treaded wood heels. This is a serious matter as a shoe so made will never be comfortable to the wearer, to say nothing of its poor appearance.

(This is the first of a series of articles on wood heel problems in the shoe factory being released by the Western Wood Heel Manufacturers' Association.)

Archie Kaplan Leathers Moves To Larger Quarters

Archie Kaplan Leathers, Inc., this week moved into new and enlarged quarters at 15-19 East St., Boston. The company was formerly located at 183 Essex St., Boston.

The new quarters will occupy the entire second floor of the building, which is quadruple the size of its previous quarters.

States president Archie Kaplan, "This expansion move has come far ahead of schedule. Since we started our first shipments of patent leather last August, each month's shipments have more than doubled the amount of the previous month. This rapid rate of growth has been responsible for our present move to larger quarters substantially in advance of our earlier plans."

Angier Products Opens Western Plant

Angier Products, Inc., of Cambridge, Mass., manufacturers for more than twenty years of industrial adhesives and cements for the shoe industry, are opening their new

Western Division at Huntington, Indiana. The newly constructed plant is situated for more prompt and effective service of midwestern and western customers.

Angier is set up to handle any problem involving industrial rubber, latex and resin cements, pressure sensitive adhesives, paper coatings, laminants, etc. Because the company

has not confined its interests and experience to the adhesive or coating problems of any one field in particular, Angier products are used in the manufacture of handbags, synthetic suede, raincoats, shoes, automobiles, tabletops, and many other products.

Heading the Sales Office at the new Western Division is John Kerr. Plant Superintendent is Henry Klos.

Massachusetts Shoe Workers' Wages Up 23-26%

Average weekly and hourly wages in the Massachusetts shoe industry, which produces 17 percent of the nation's shoes, have increased 23-26 percent from January 1950 to September 1954 while the cost-of-living index rose only 13 percent during this same period, according to an

analysis just completed by the New England Shoe and Leather Association.

This reflected an actual gain of 11 percent in these workers' real wages, which is the important factor to consider in that it represents the actual increase in the purchasing power of the wage earner's dollar. The following table illustrates this point.

**Wages in the Massachusetts Shoe Industry
January 1950-September 1954**

	Ave. Weekly Earnings	Ave. Hourly Earnings	Mass. Cost- of-Living Index	Real* Hourly Earnings
January 1950	\$41.66	\$1.178	99.6	\$1.183
September 1954	51.35	1.480	112.7	1.313
Percent Change				
Jan. '50-Sept. '54	+23.25%	+25.6%	+13.15%	+11.0%
*Adjusted to 1947-49=100 base according to Massachusetts cost-of-living index.				

Sources: U. S. Bureau of Labor Statistics and Massachusetts Department of Labor and Industries.

*We extend the heartiest
Season's Greetings
to
our friends in the trade*



BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A. CO.

New Layout And Work Plan Modernizes A Hide House

Simple Changes Cut Operating Costs By 40%, Manpower Needs 50%, And Required Processing Area By 75%

Faced with work flow efficiency problems in its hide house, the management of Korn Leather Co. had decided that the only solution was a new hide house.

But an engineering analysis revealed that the problems weren't as complex as believed. With a few simple changes some remarkable changes were brought about, with results gratifying to management and workers alike.

And thus has come about a "new" hide house without a single brick being laid.

By use of a new layout plan, a new piece of apparatus, and a new work process, the Korn Leather Co., Peabody, Mass., has cut its hide house processing costs by 40 percent, reduced the manpower work load, reduced required working space, and stepped up its output in this department. All this was accomplished recently at small cost and without interruption of work flow.

A short time ago an engineering consultant—Bromfield Associates, Boston—was called in to investigate means for plant improvement. The first department tackled was the

hide house. This had been a "problem" section, and the workers were unanimous in the feeling that the only solution was a new hide house.

After a detailed study, including making of flow process charts, the consultants were able to pinpoint the major obstacle: complete lack of working space was hamstringing operations.

Hide trimmers worked amid ceiling-high pilings of hides. The hides were so piled to utilize storage space, were stacked by using eight men to carry them one by one to a pile and then pass them to the top of the stack. Hide trimmers later dragged these same hide bundles from the piles, unfolded them on the floor by the trimming horse.

Films taken by the consultants showed how the men had to re-lift these hides onto horses, then stretch them along the horse ridge plank. After the trimming operation each man stooped over, lifted each side of the hide up onto the ridge plank and went ahead with trimming. The two-man trimming team hand-split the hide, the two sides of which fell to the floor so that the men had to

lift them and toss the hides into a wheeled box cart alongside their working space.

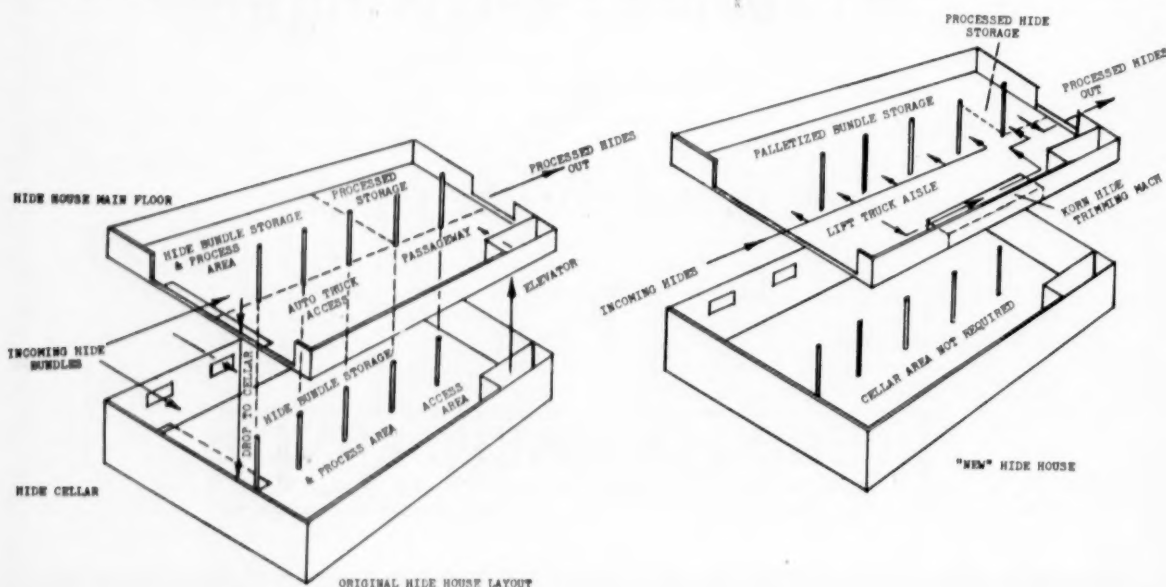
The men were surprised to learn that each man of the trimming team was lifting the equivalent weight of 15 Ford cars daily. However, an important finding, shown by the motion films, was that the four two-man trimming teams were being substantially slowed by lack of working space. Hide trimmers had to act also as hide handlers, re-piling hides to make room for themselves to do their own hide-trimming work.

Conditions in the hide cellar beneath the hide house room were even worse. The hides entered only through a hole in the floor or chuted through small basement windows. Then the hides had to be re-piled. Every wheeled cart had to be pushed into a small elevator and lifted or lowered from the street floor of the hide house.

Meanwhile, a local contractor had been called in to present plan and estimates for a new hide house. When all the data was submitted the Korn management decided to first try another plan, working with present facilities but with some changes.

First, the company purchased a lift truck and pallets so that most of the manual weight-lifting would be eliminated.

Second, the consultants, in cooperation with the Korn management, planned a new hide-trimming apparatus. The designs and plans were discussed with the workmen, who not only made several suggestions but who now assumed an enthusiasm and



interest as a result of their personal participation in the new plans. However, the men were still regarding a new hide house as the only solution to the problem.

Part of the new apparatus consisted of a large work table, later to incorporate a hide-trimming machine. First tests were fully approved by the men because their stooping was eliminated, for they were now trimming from a horizontal and convenient work level.

Several weeks later a trial model of a new trimming machine was constructed and erected. The hide trimmers gave it a trial run. The hide bundles were stacked on a table at the head of the machine, the men stationed one on either side. With the belt in motion, one man reached to the hide bundle, slid it on the machine surface. Then both men spread and centered the hide. The machine's belt was stopped, and the same two men were positioned further along the machine for the trimming operation. The hide was trimmed, passed through a high-speed cutter which parted the hide through the backbone area. The two sides then dropped from the end of the machine onto the floor.

The trial model answered questions as to best belt speed, potential production of the machine, ultimate length of the actual production model, etc. The men were now "sold" on the new arrangement.

Four weeks later the actual production model of the hide-trimming machine was ready. It was installed in an area of the hide house formerly used for dead storage. The new machine now required only four men—two hide spreaders and two hide trimmers. The production from the machine was at least equal to that of the eight men formerly processing the hides with the horses.

A trial lot of hides was processed. The lift truck brought a pallet load of hides to the head of the machine, set them on a spring-loaded platform. Two hide spreaders were stationed on either side of the head of the machine, and two hide trimmers stationed likewise further along the table.

A box pallet was set beneath the end of the machine table belt. One hide spreader slid the hide bundle onto the bundle plate, cut the string, spread the hide on the table. As the final unfolding of the hide was made, the weight of the hide came upon the moving belt and carried it from the bundle plate automatically. As the

hide passed between the trimmers it was trimmed, with the trimmings dropping conveniently into a box pallet beneath. The hide then passed into the high-speed cutting blade which parted the hide down the backbone automatically.

A hide-stamping cylinder, operated at a speed of 3200 feet a minute, stamped the moving hide, ejected the hide and returned it to its normal position. Finally, the two sides dropped from the end of the machine into the box pallet beneath. When full, this pallet was removed by a fork lift truck permitting an empty box to slide on deal rolls into position.

Thus a machine was developed to perform with these advantages:

- 1) Cut required processing area by 75 percent;
- 2) Produce with four men what formerly required eight men;
- 3) Eliminate all the heavy manual lifting previously required by the men;
- 4) Eliminate the previous necessity of storing a large boxload of split and trimmed hides by now having a means of quickly producing the processed hides;
- 5) Cut by 40 percent the processing costs, which included palletizing at the freight car door.



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DOUBLE MERGER

IFLWU Votes AFL but Local 21 Takes CIO

The schism within the ranks of International Fur and Leather Workers Union widened this week as IFLWU's executive board voted to merge with the AFL Amalgamated Meat Cutters and Butcher Workmen.

The vote, taken in Chicago, came only a few days after officials of Local 21 in Peabody made a surprise flight to Los Angeles where the CIO was holding its national convention. (See L & S, Dec. 11.) Richard B. O'Keefe, business manager, and Arthur Z. Cecelski, business agent of Local 21, met with Walter Ruether and other CIO officials to discuss a return to the CIO.

Later John Riffe, CIO executive vice president, reported that O'Keefe and Hugh Thompson, New England CIO regional director, will shortly launch a campaign to organize the tannery membership of IFLWU. Local 21 members authorized union leaders to seek a CIO charter.

Meanwhile, Abe Feinglass, IFLWU president, and Patrick E. Gorman, secretary-treasurer of the AFL Meat Cutters, said that the two unions will "definitely" merge despite a protest by the AFL executive council because of IFLWU's Red tie-ups.

According to Feinglass, the Meat Cutters union will set up a separate division for the fur and leather workers. This will be headed by Feinglass and current IFLWU officers but be subject to the Amalgamated's executive board. The agreement also includes provisions against "Communist activity" and requires non-Communist affidavits from all officials.

IFLWU will hold a convention in Jan. or Feb. at which time its membership and executive board will be called upon to ratify the merger with AFL. Feinglass also termed the Local 21 move toward CIO as "unauthorized."

At Los Angeles, O'Keefe told CIO delegates that 10,000 leather workers in New England were ready to bolt IFLWU and rejoin the CIO. He said the union's fur division contained the "hard core of Communism in the country." Weeks earlier, O'Keefe testified before the Massachusetts Committee on Communism that he knew of no Communists within the IFLWU.



WINNER OF WOLFF INTERNATIONAL AWARD

Climaxing another Latin American trip to promote U. S. tannery equipment and materials, vice president Carroll F. Dummann of Wolff International Inc., Milwaukee, is shown above (right) in Colombia, S. A., congratulating Alfonso Pineda Abreu, manager of Panamericana de Representaciones Ltda., upon his achievement in winning the firm's second-place sales award. Holding the gold plaque is Dr. Juan Posada, manager of Medellin Tannery, Curtimbres de Itagui S. A. Presentation of the award, emblematic of the greatest increase both dollar and percentage-wise in any world sales market for the firm's 1953/4 fiscal year, was made at a gala fiesta and dinner party at the new Country Club.

mous and unrestricted in their membership activities.

RED TAINTED

AFL Council Opposes Leather Union Merger

New difficulties beset International Fur and Leather Workers Union this week in its attempt to merge with the AFL Amalgamated Meat Cutters and Butcher Workmen. The AFL executive council announced it is opposed to the merger because of IFLWU's long association with Communist policies and its Red-tainted leadership.

The AFL Council, headed by president George Meany, secretary-treasurer William Schnitzler, and 15 International vice presidents, urged the Amalgamated to reconsider its merger with IFLWU because of the latter's "many well-known Communists in key positions."

Amalgamated officers who appeared before the Council said later they will ask it to reconsider its position sometime during Jan. or Feb. of next year. They pointed out, however, that the merger is legal since all AFL affiliates are autono-

Shoe Labor Meeting Makes "Little Progress"

Representatives of the CIO United Shoe Workers of America and Massachusetts shoe manufacturers, meeting Dec. 15 before the State Board of Conciliation and Arbitration, made "little or no progress" toward a 1955 agreement, according to Angelo Georgian, regional USWA director.

Georgian said another meeting has been scheduled for Thursday, Dec. 23, at the State House in Boston. The union is seeking a five percent wage increase, an additional paid holiday and other benefits.

Manufacturers have countered with proposals affecting Saturday work, vacation pay rates and elimination of "clock" abuses. (See L & S, Dec. 4.)

Georgian said the union is prepared to call a strike if no agreement is reached by the Dec. 31 midnight deadline. However, both sides have indicated they expect to reach a settlement by Dec. 30 in order to avoid tying up personnel during New Year's Eve.

REVISIONS DUE?

Shoe Men And United Debate New Terms

Two-Day Meeting Is Attended
By 33 Shoe Manufacturers

United Shoe Machinery Corp. officials met with 33 representatives of the National Shoe Manufacturers Association's Technical Committee December 15-16 at the Hotel Statler in Boston to discuss United's new terms on leasing, sale and servicing charges for shoe machinery.

The shoe manufacturers' group posed questions and arguments regarding what many of them consider high rates under United's new terms. United, in turn, presented a variety of technical and other evidence designed to demonstrate that its terms were reasonable and justified. A share of the discussion concerned how the new terms, which become effective January 1, comply with the court order.

Preparation of much of the material presented by United is understood to have been under the auspices of Joel Dean Associates, management consultants of Boston.

A court stenographer recorded the entire discussion over the two-day period. A complete record will be made available to the Justice Dept. and to Judge Charles Wyzanski of the Boston District Court, who handed down the original decision against United.

The Justice Dept. is expected to make a minute study of this record, and its own plan of action following the recent announcement of United's new terms is expected to be influenced in some part by the two-day meeting this week of United and the shoe manufacturers. Justice Dept. officials this week told LEATHER AND SHOES that they were hoping for an "expression of attitude" from the shoe manufacturers regarding the new terms. It's believed that the stenographic record will provide some of this desired "expression."

A few of the attending shoe manufacturers, representing all major shoe producing centers in the country, brought their own lawyers and accountants to attend the hearings, with a view to obtaining a first-hand analysis of the new terms and thus aid them in better studying the application of the terms to their own factories.

It's reported that the general feeling among many of the attending manufacturers is that few, if any, important revisions will be made in United's terms as a result of the session. One leading manufacturer stated, "At this point, it appears that any important changes in the terms will have to stem from court order rather than from any voluntary action."

The New England Shoe and Leather Association was represented by Maxwell Field, executive secretary; John Foote, president; and Arthur Whittemore, legal counsel for NESLA.

Mrs. Fries Leaves Calf Division; Opens Service

Mrs. Ruth Kerr Fries, active for the past 25 years as style analyst and director of merchandising and publicity for the Calf Leather Division of the Tanners' Council, has resigned to open her own consultation service for the shoe and allied trades.

Well-known for her style forecasts in the shoe field, Mrs. Fries plans to hold regular symposia on advance shoe trends. She will also offer manufacturers a technical advisory service and act as consultant to advertising agencies on style factors in leather, shoes, handbags and other leather goods.

Mrs. Fries is president of Shoe

Women Executives, Inc., and the author of several technical manuals on leather and a sales manual on shoes. Her new offices will be located at 274 Madison Ave., New York 16, after Jan. 1.

Jerome Rogers Retires

Jerome S. Rogers, Glenside, Pa., retired Nov. 30 after 26 years' service with the U. S. Department of Agriculture's Eastern Regional Research Laboratory in Wyndmoor, Pa. He was head of the Lab's Hides, Tanning Materials and Leather Section, and has spent 45 years in leather research, a career that began in 1909 when he entered the Department's former Bureau of Chemistry as junior chemist.

He left the Bureau in 1918 to take an industrial position in the leather manufacturing industry, returning to government service in 1937 in the Bureau of Chemistry and Soils in Washington, D. C. Here he joined a group of scientists working on leather and tanning materials. With this team he was transferred to the Eastern Regional Research Laboratory in 1941, and in 1945 was made head of the group.

Author and co-author of 53 publications reporting results of his research, he has served successively as council member, vice president and president of the American Leather Chemists Association.

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SYNEKTAN O-230 FAT LIQUOR L-90B

For White Leather At Reasonable Cost
White Leather In Sheep, Goat, Calf
Or Sides
White Tan In Combination With
Chrome
White Nubuck, White Suede
White Bleached Chrome Stock
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GEORGE L. HERPEL, who has joined International Shoe Co., St. Louis, where he will work with the marketing research, public relations and advertising departments. Before joining International, Herpel was sales manager for C. S. Mosby Co. and more recently served as sales counselor for Fuel Oil Co. of St. Louis. He was recently elected president of the St. Louis Sales Managers Bureau.

Glue Import Hike Argued

The Federation of Gelatine and Glue Manufacturers, Ltd., London, has filed a 35-page memorandum with the U. S. Tariff Commission opposing any hikes in the import duty on imports of glue and gelatine. American glue producers, supported by leather tanners, are seeking a higher import duty. A hearing has been held, briefs were asked, and the matter is up for a decision by the commission.



CHARLES F. MOORE of Lewiston, Maine, has been appointed director of sales at United Shoe Machinery Corp.'s Auburn branch office. A native of Maine, Mr. Moore joined United in 1920 and has served continuously since that time.



SALES MANAGER of Leather Division of Sandoz Chemical Works, Inc., is T. F. O'Brien, recently appointed to the new position. He has been with Sandoz since 1946. O'Brien states that the laboratory facilities of the company's New York branch are being enlarged to provide greater service to the leather industry.

MILITARY BUYING

Invitations

Leather Soling. The Phila. QM Depot has issued Inv. QM-36-030-55-329 calling for 672 pieces, soling, leather, finders, heavy weight 12 iron for delivery to St. Louis Medical Depot, St. Louis, Mo., and for 50 rolls, lacing, footwear, flat, brown, 244 yards. Bids opening Dec. 22, 1954.

Chamois leather. General Services Adm., 250 Hudson St., New York City, has issued Inv. NY-2JR-58690 Leather, Chamois, sheepskin, oil tanned, Int. Federal Specs. KK-L-00167A, class 1, pocket shaped, size C, 16 x 21 inches, for various destinations. Bids open Dec. 22, 1954.

Awards

Combat boots. Philadelphia Quartermaster Depot has awarded Inv. QM-36-030-50-Neg 187 covering Boots, Combat, Man's Leather, Russet capped toe, rubber sole and heel, regular tariff sizes to the following firms:

Belleville Shoe Mfg. Co., Belleville, Ill.—19,548 pr. at prices ranging from \$6.10 to \$6.41 per pr., or for a total dollar value of \$120,213.72.


John Addison Footwear Inc., Marlboro, Mass.—46,356 prs. at \$6.025 pr. or a total dollar value of \$279,294.90.

Kirkendall Boots, Inc., Omaha, Neb.—35,000 prs. at \$6.06 pr. or a total dollar value of \$212,100.00.

Doyle Shoe Co., Brockton, Mass.—12,000 prs. at \$6.07 per pr. or a total dollar value of \$72,840.00.

Men's Dress Oxfords. The Philadelphia Quartermaster Depot has awarded J. F. McElwain Co. a contract on Inv. QM-36-030-55-261 covering men's dress oxfords, plain toe, russet leather, for 25,932 pairs at \$4.29 for a total dollar value of \$111,248.28. Procurement is for the U. S. Army.

Men's Dress Oxfords. The Philadelphia Quartermaster Depot has awarded J. F. McElwain Co. a contract on Inv. QM-36-030-55-257 covering men's dress oxford, black leather, for 23,285 pairs at \$4.29 for a total dollar value of \$99,892.65. Procurement is for the U. S. Air Force.



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AUBURN RUBBER COMPANY, INC.
AUBURN, INDIANA

LEATHER MARKETS REPORT

Steady Shoe Business Keeps Leather Moving

Prices Steady In Face Of Softer Hide Prices
As Buyers Accept Realistic View Of Quality

Sole Leathers unchanged. One or two tanners quite busy, others report moderate sales. Enough new orders being placed to keep prices steady.

Up to about 63c quoted for best lights with about 60c the usual trading place. Good 8-9 iron bends bring about 53c in volume business with a few cents more asked for carefully selected stock. Best 9-10 iron bends quoted at about 49c and down; around 46c seems most often paid. Stronger demand for 10 iron and up leather and price now about 47c and down.

Sole Leather Offal mixed. Though demand appears fairly steady, production of some divisions just far enough ahead of production to give market softer tone. Other types steady. Double rough shoulders are, if anything, stronger.

Very best bellies bring up to about 27. These available in but small quantities. Good average bellies bring 24-25c here, 25-26c there. Single shoulders barely hold at 36-37c with heads on, 40-41c with heads off.

Double rough shoulders bring up to 44c for TR leather. Some carefully selected lots bring slightly more and less desirable leather has a variety of prices below the average.

Calf keeps up pace. Though new sales necessarily smaller, most tanners still sold two months ahead on women's weights. Men's weights move upper grades easily, need to push lower selections. Grained calf helpfully takes care of fair quantity of medium grades. Reds and blues biggest sellers in women's leather with a moderate call for whites. Black, as always, finds steady friends. Men's colors mostly in tan shades with black still a big number.

Women's small skin calf brings a steady 92c and down; regular sized skins about 87c and down. These prices for best tannages. Volume tannages start at about 80c.

Men's weights quoted at about \$1.00 and down with volume tannages asking about 85c and down. Some grain specialties bring substantial premium.

Sheep firm and active. Strong raw stock position bolsters prices and demand continues good. Linings still the big item.

Up to about 24c asked for best boot linings with most sales made at 22c and down. Shoe lining russets quoted at 22c and down to about 15c for active grades. Between 15 and 19c the busy area. Good call for colored vegetable linings at a firm 25c and down. Some large sales made

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	58-99	58-99	73-1.06	95-1.20
CALF (Women's)	53-93	53-93	58-98	80-1.03
CALF SUEDE	70-1.00	70-1.00	60-1.00	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	75-90
KID SUEDE	40-90	40-90	48-91	80-96
PATENT (Extreme)	46-56	46-56	55-65	60-64
SHEEP (Russet Linings)	15-23	15-23	15-25	18-32
KIPS (Combination)	45-50	45-50	50-54	64-68
EXTREMES (Combination)	43-48	43-48	44-50	56-59
WORK ELK (Corrected)	31-35	31-35	36-40	38-45
SOLE (Light Bends)	61-63	60-63	65-68	68-72
BELLIES	24-27	24-25	26-29	26-28
SHOULDERS (Dbl. Rgh.)	42-46	40-44	48-51	51-56
SPLITS (Lt. Suede)	30-36	30-36	30-35	35-39
SPLITS (Finished Linings)	17-22	17-22	17-22	24-26
WELTING (½ x ¾)	6¾	6¾	7	8
LIGHT NATIVE COWS	11½-12	13½-14½	14½-15	20½

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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A H ROSS & SONS TANNERS

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Specialty Leathers
Side Horse
Well known Tannages

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ANILETTE
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and the popular



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Kleenette
WASHABLE LEATHER

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guaranteed with Kleenette

A. H. Ross & Sons Co.
Chicago 22, Illinois

in 20-22c range. Best chrome linings quoted at about 30c and down.

Sides widely wanted. Sales steady and few tanners without substantial backlogs. Soft hide market discounted as buyers admit tanners contention that poorer hide quality offsets dropping prices. Blue, red, white and black most wanted colors in women's weights. Browns and black in men's. Soft tannages and grains popular.

Most combination tanned kips sell at about 47c and down, yet some lines get up to 53c for heavy leather. Extremes bring 48c and down, large leather brings about 43c and down.

Best chrome kips quoted at 53c and down but most bring about 46c and down. Extremes bring about 44c and down for most, up to about 48c for best heavies. Large chrome leather brings 41c and down.

Splits steady. Prices firm on most types. Linings continue to account for most business done. Better interest in white suedes.

Finished linings bring 22c and down with 15-19c the busy range. Suede linings sell well at 23c and down, get fair call in superior tannages at 26c and down.

Heavy suede splits do most business at about 40c and down but good whites bring up to 44c for best. Light weight suedes slow at 38c and down for best, 35c and down for most.

Work glove lacks zip. Buyers watching developments in the hide market where prices again close to post-war lows, not anxious to buy more than actual requirements for work glove splits.

Work glove splits of LM weight considered tops at last prices. No. 1 grade at 12c, No. 2 grade at 11c and no. 3 grade at 10c. M weight held unchanged, No. 1 grade at 13c, No. 2 grade at 12c and No. 3 grade at 11c.

Garment slacks off. While there was a little flurry within the past week or 10 days, market showed a tendency to quiet down.

While some choice lots of horse-hide garment leather quoted up to 36c, most business done in the range of 33-34c for good tannages.

Demand for cowhide garment leather tended to lag with some price resistance. Last business in regular tannages in the range of 30-32c.

Not much feature to sheepskin varieties. Here too, some price resistance from buyers while tanners inclined to maintain unchanged ideas on their lists. Better tannages of suede still held at 26-28c and down

and grain finish around 24-26c and down.

Bag, case and strap limited. With price concessions reported, market has had an easy undertone.

Case leather prices considered more or less nominal for the present around 41-42c for 2-2½ ounce and 42-43c for 3-3½ ounce. Grade A russet strap leather looked topky at last prices, 4/5 ounce at 48c, 5/6 ounce at 50c, 6/7 ounce at 52c, 7/8 ounce at 54c, 8/9 ounce at 56c, 9/10 ounce at 59c and 10/11 ounce at 62c.

Grade B russet strap leather continued around 2-3c less and Grade C about 5-6c less. Colors still bring 3-4c more and glazed 2c above russet finish prices.

Kid leathers mixed. Tanners report that black glazed is still moving to some degree. Those who produce a variety of colors in the glazed say it has not developed to the extent they hoped. Most local tanners do not bother much with colors, aside from dark blue, and are not too affected by trends in colors.

A little black suede is moving. Linings in good demand. Nothing new reported in crushed and nothing at all developed in slipper leathers.

Rawskins continue to present a problem. No price changes.

Average Kid Leather Prices

Suede 32c-90c
Crushed 35c-75c
Slipper 25c-60c
Linings 25c-55c
Glazed 25c-\$1.00
Satin Mats 69c-98c

Belting leathers lag. Philadelphia tanners now in the usual Dec. slump and although they didn't expect anything different, they are not too happy about current sales.

Carriers also affected by the slowdown and in general don't expect much to happen until the Holidays are over. No price changes quoted.

AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.25-1.35	1.23-1.31	1.16-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.43
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.07	1.11-1.13	1.05-1.07

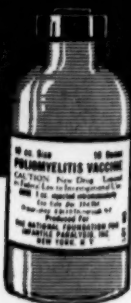
Premiums to be added: Ex Light, plus 5-10c; Light, plus 7c; Heavy, minus 5-10c; Ex Heavy, minus 5c.

Tanning Materials

Rose Tanning Materials

Wattle Bark, ton	"Fair average"	\$98.00
	"Merchantable"	\$94.00
Myrobalans, J. I's Bombay		\$43.00
Sorted		\$47.50
Genuines		\$53.00
Crushed 42-44%		\$62.50
Valonia Caps, 30-32% guaranteed		\$43.00
Valonia Beards, 40-42% guaranteed		\$56.00

Polio Vaccine Facts



- Developed by Dr. Jonas Salk under March of Dimes grant.
- Inoculation of 425,000 children in 44 states financed by March of Dimes.
- Results of vaccine evaluation by University of Michigan expected before 1955 polio epidemic season.
- Effectiveness of Salk vaccine being determined at a cost of \$7,500,000 in March of Dimes funds.

Join the
MARCH OF DIMES
January 3-31

Mangrove Bark, Ecuadorian	\$55.00
Mangrove Bark, Colombian	\$58.00
Mangrove Bark, 38% E. African	\$67.50
Divi Divi, Dom. 48% basis shp't, bag	\$72.00
Divi Divi, Col. 42%	\$65.00
Sumac, 28% leaf	\$130.00
Ground	\$125.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.00
Barrels, c.l.	4.75
Barrels, l.c.l.	5.10
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.32
Bags, l.c.l.	11.02
Cutch, solid Borneo, 55% tannin	.08½
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.06¼
bbls. c.l.	.06¾
Oak bark extract, 25% tannin, lb. bbls. 6½-6¾, tks.	.06½
Quebracho Extract:	
Solid ord., guaranteed 63% tannin,	11 21/32
Solid, Clar., guaranteed 64% tannin, c.l.	12 23/64
Wattle extract, solid, c.l., East African 60% tannin	.09¾
Wattle extract, solid, c.l., South African 60% tannin	.10
Powdered super spruce, bags, c.l. .05¼; l.c.l.	.05½
Spruce extract, tks., f.o.b. wks	.01½
Myrobalan extract, solid, 55% tannin	.07¼
Myrobalan extract, solid, 50% tannin	.07
Myrobalan extract, powdered, 60%	.09
Valonia extract, powdered, 63%	.08
Quebracho extract, powdered, Swedish spray dried, 76-78% tannin	.16¾
Wattle extract, powdered, Swedish, 73% tannin	.15¾
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.09¾
Oakwood, Swedish, powdered, 64-66%	.10½
Larobark, Swedish, solid, 54-56%	.11½
Larobark, powdered, Swedish spray-dried, 58-60%	.12½

Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.95
Cod, sulphonated, pure 25% moisture	.13-.13½
Cod, sulphonated, 25% added mineral	.11½-.12
Cod, sulphonated, 50% added mineral	.11-.11½
Castor oil, No. 1 C.P. dra. l.c.l.	.20
Sulphonated castor oil, 75%	.20
Linseed oil, tks., f.o.b. Minn. drums, c.l.	.13.5 .15
Neatsfoot, 20° C.T.	.28-.29
Neatsfoot, 30° C.T.	.26-.27
Neatsfoot, prime drums, c.l., f.o.b. Chicago	.18¾
l.c.l., f.o.b. Chicago	.18¾-.19¼
Neatsfoot, sulphonated, 75%	.18-.18½
Olive, denatured, dra. gal.	1.95
Waterless Moellon	.14½
Artificial Moellon, 25% moisture	.14
Chamois Moellon, 25% moisture	.11-.12
Common degreas	.10¾-.12
Neutral degreas	.23-.24
Sulphonated Tallow, 75%	.13½-.14
Sulphonated Tallow, 50%	.10½-.11

Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.19
Petroleum Oils, 200 seconds visc., tks., f.o.b., gal.	.14¾
Petroleum Oils, 150 seconds visc., tks., f.o.b., gal.	.13¾
Petroleum Oils, 100 seconds visc., tks., f.o.b., gal.	.12¾

*Imported Extracts are plus duty.

NO RECIPROCITY

Glass Opposes Cuts In Leather Tariffs

The Government's proposal to reduce the current 12.5 percent ad valorem duty on foreign calf and kip leathers has "not the slightest justification," according to Irving Glass, executive vice president of the Tanners' Council.

In a statement to the U. S. Tariff Commission and the Committee for Reciprocity Information this week, Glass deplored any decision to cut import tariffs on these leathers along with leather goods and shoes.

Both agencies have scheduled hear-

ings for the week of Dec. 13 in Washington, D. C., in an effort to preview the effect of tariff reduction on affected industries. Glass has signified his intention to attend these hearings.

Current leather tariff reduction proposals are aimed at helping Japan, Glass pointed out, but added that under favored nations procedure, they would spread to all other countries. Chief benefits would thus go not to Japan, he said, but to other countries which "are guilty of the grossest lack of reciprocity and of discrimination against the U. S. calf industry."

On the contrary, he said, there is abundant justification and even necessity for increasing the present U. S. tariff on calf and kip upper leather."

Glass estimated 1954 U. S. production of calf and whole kip leather this year at 8,558,000 skins, and kip wettings at 2,210,000 skins for a total of 10,768,000 skins.

In 1954, U. S. imports of calf and kip totaled 2,750,000 square feet, and exports amounted to 1,597,000 square feet. U. S. production of these leathers is down, partly because the U. S. is barred from foreign markets by subsidies abroad, and other practices, Glass said.



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New Declines Bring Packer Hides Close To Postwar Lows

Narrowing Demand For Winter Hides Blamed For Weakness Along With Hide Futures Trends

Big packers skid. Prices fell another half cent again this week close to postwar lows. Declines in hide futures early this week helped to promote a weaker undertone in the spot market and due to dealer hedge selling and some liquidation, the Jan., April, July and Oct. options dropped to new lows for the life of the contracts.

Trading this week started off on Monday with one packer selling 800 Albert Lea and another packer selling 700 St. Paul heavy native steers at 10½c. The latter packer also sold 2,000 St. Louis heavy cows at 10c, 2,000 Chicago-Milwaukee light cows at 12c and 2,000 river light cows at 12½c.

The market broke a half cent on Tuesday, all big packers participating in trading totaling about 85,000 hides involving heavy native cows at 9½c for rivers and 10c for northrens; heavy native steers also at 9½-10c; branded steers at 8½c for butts, 8c for Colorados; branded cows 8½c for northrens and rivers, 9c for light avg. southwesterns. Later, one big packer cleared 11,000 light native cows at 11½c for northrens and 12c for rivers.



Last trading in bulls reported involved northern and St. Louis productions at 8c for native and 7c for branded.

Independents head down. At the beginning of the week, a large Minnesota packer sold 1,300 Austin heavy native steers at 10½c while Packers' Ass'n. at Chicago sold 1,200 light native cows at 12c.

The Minnesota packer sold 1,400 heavy native cows at 10c; 700 butts at 8½c and 700 Colorado steers at 8c. Packers' Ass'n. sold 4,500 heavy native cows at 10c and 3,200 heavy native steers at 10c.

Small packers teeter. Many sellers of small packer hides dismayed when big packer selections sold at lower prices again this week. Many asked prices they previously realized but found tanners backing away. Small packers in the midwest offering

43-50 lb. avg. hides at last realized price of 11c had no takers up to mid-week, buyers dropping their limits to 10½c.

Late in the preceding week, some maximum 50 lb. avg. midwestern small packer hides had sold at 10½c selected fob. shipping points. However, offerings of additional supplies on that basis this week met with a cold reception in buying quarters. Later these hides were sold at 10c selected fob. which was all buyers would pay. Best price indicated on some 54 lb. avg. hides was 9½c selected fob.

In lighter hides, some softness apparent. Texas 40-42 lb. avg. small packers sold at 11½c flat fob. as against previous sales made at 12c flat fob. On some light small packer bulls averaging 30-35 lbs., 6½c was bid and 7c asked. Some heavier bulls, meanwhile, available at 6½c.

Country hides soften. Locker-butcher hides free of renderers averaging around 50 lbs. or shade heavier moved in the range of 7½-8c while one car of choice 43-50 lb. avg. brought 8¼c flat tr'd. fob. nearby point.

Mixed country allweights including renderer hides averaging around 50 lbs. available at 7½-8c but had little call as buyers talked down to 7c. One car of glue hides sold at 5½c fob. for 46-48 lb. avg. No. 3s.

HIDE FUTURES

	Close Dec. 16	Close Dec. 9	High for Week	Low for Week	Net Change
January	11.44B	11.85B	11.52	11.05	-41
April	12.15B	12.55T	12.23	11.75	-40
July	12.83B	13.16T	12.93	12.93	-33
October	13.38B	13.67B	13.38	12.95	-29
January	13.83B	14.07B	-24
April	14.25B	14.45B	14.06	14.06	-20
Total Sales: 429 Lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers ..	9½-10	10 -10½	12 -12½	13 -13½
Light native steers ..	12 -12½N	12½	14 -14½	15½-16
Ex. light native steers	17	17 -17½	19 -19½N	18
Heavy native cows ..	9½-10	10 -10½	12 -12½	12½-13
Light native cows ..	11½-12	12 -12½	13½-14	14½-15
Heavy Texas steers ..	8½	9	10½	11
Butt branded steers ..	8½	9	10½	11
Light Texas steers ..	10½	11	12	13
Ex. light Texas steers	13½N	14	15N	15
Colorado steers	8	8½	10	10
Branded cows	8½- 9	9 - 9½	10½-11	12 -12½
Native bulls	8	8 - 8½	9	9 -10
Branded bulls	7	7 - 7½	8	8 - 9
Packer calfskins	25 -37½	27½-38½	27½-40	40 -45
Packer kipskins	22 -23½	22 -24½	22 -23½	25 -29

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

Country bulls of 80-85 lbs. avg. reported sold at 5c fob. in carlots but heavier bulls and productions from more distant points sold for less, prices ranging down to 4c.

Calf and kip active. Two big packers cleaned up about 60,000 calfskins late last week, selling northern at 32½¢ for heavies and 37½¢ for lights, St. Louis lights at 30c; also rivers at 25c for heavies and 30c for lights.

Production of heavy skins tapering off and running more to lights.

Last trading involved Kansas City kip at 23½¢ while St. Paul kip earlier sold at 24½¢. River overweights offered at 23c unsold up to mid-week.

Packer regular slunks last sold at \$1.65 and large hairless at 85c. Small packer skins slow and had an easier undertone. Some regular northern allweight calfskins obtainable at 23-24c and kip at 17-18c but had few takers.

Some good calfskins running more to lights offered at 17c brought a return bid of 16c.

Country kip held around last reported trading basis of 12c.

Horsehides steady. Some better productions of horse hides have been sold at higher prices such as \$7.00 and even \$7.50 trimmed basis, fob. shipping points, the top figure for very choice lots.

Good northern fronts sold in the range of \$4.25-4.50 and butts, 22" and up, remained steady at \$3.50-3.75 although there was a report that one choice lot actually brought \$3.85.

Sheep pelts vary. Late business involving good quality big packer midwestern production at \$2.75 for clips, \$2.10 for No. 1 shearlings, \$1.15 for No. 2s and 50c for No. 3s.

Another packer reported some clips going at \$2.65, but inclined to hold No. 1s at \$2.15 and No. 2s at \$1.20 for new business. Smaller packers have sold No. 1s under the \$2.00 mark, ranging down to \$1.75-1.85, No. 2s around \$1.00-1.10 and No. 3s at 50c.

Large midwestern independent packer productions of Dec. lamb pelts sold at prices within the range of \$2.90-3.00 per cwt. liveweight basis. Full wool dry pelts last sold at 25c but more offered on that basis and buyers indicate lower ideas such as 23-24c.

Pickled skins have had some call at last paid prices of \$7.00-7.25 for lambs and \$8.00-8.25 for sheep. Some sellers have asked \$7.50 for lambs and one packer reported sell-

ing a few hundred dozen sheep at \$8.50 with \$8.75 later asked.

Dry sheepskins spotty. Some trading developed in Cape shearlings and while only about 10,000 skins sold, there is business at a price. Some 1¼-1½ inch shearlings sold at around \$1.00 per piece.

Hair sheepskins slow as not many offers received. Cables state that Cape gloves still too high for this market and continue to be purchased by Europe.


Good call for Brazil cabrettas but difficult to obtain offers as shippers

report a scarcity of supplies. Occasional small sales passing of shade dry Mombasas and Nigerians (Kanos).

Wool sheepskins continue slow and nominal. At the last Australian auctions, Melbourne market irregular without much change while Sydney market on 1/3 wool up, 56s up, market was par to three pence lower.

Pickled skins drag. New Zealand market firmer but relatively few sales passing on account of the small offerings.

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Some "CFM" lambs sold at 47 shillings with 50 shillings now asked while "AFFCo" lambs sold at 44 shillings, "Wairoa" at 42 shillings and "Picton" at 37/6 shillings. Latter two brands to U. K.

Difficult to confirm any sales of sheep to this country but Europe has been buying with sales of North Islands ranging from 85-92/6 shillings, depending upon brands.

Reptiles slacken. Slowing up in sales of India wet salted Agra back cut lizards as shippers unable to get their collectors in the interior to make deliveries of skins at prices in line with sales made. Reliable shippers contend that they are forced to pay "fantastic" prices to these collectors in order to make deliveries against previous commitments.

Some wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection, sold at 31c and bids of 29c refused for belly cuts with 31c asked. Offerings of Bengals noted at very high prices. A small lot of wet salted Calcutta oval grain lizards, 40/40/20 selection, at 22c.

Whips slow and nominal though some U.P. whips, 4 inches up, averaging 4¾ inches, 50/50 selection,

sold at 29c. Asking prices for Madras bark tanned whips too high for buyers here.

Deerskins spotty. Brazil "jacks" continue firm. Some business at 76-77c.

Negotiations for Peruvian "jacks," but buyers and sellers unable to get together on price. New Zealand market nominally unchanged.

Domestic market firmer and late sales of Canadians at \$2.25 fob. Maine skins nominally quoted at \$2.00 and New York state at \$1.75 Pennsylvania and New Jersey skins just starting to come in while western skins are well sold up.

Pigskins firmer. Some Bolivian grey peccaries sold at \$1.72½ c&f. basis with \$1.75 c&f. bid for more but held higher.

Very few offerings from Brazil.

Para grey peccaries held at \$1.60 fob. and blacks at 95c fob. Believe price obtainable on the greys but buyers ideas around 85-90c fob. for the blacks. Europe said to have paid \$1.90 c&f. for the greys.

Southern Brazils selling at \$1.45 fob. for greys and 85c fob. blacks. Maranhao greys held for \$1.70 c&f.

Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars		
(1200 lbs.)	\$91-9½	\$81-9
Conconadas		
(1,70/1,80 lbs.)	\$9	\$8.00
Deccans	\$9	\$8.00

MOCHAS

Berberahs	\$9.25	Nom.
Hodeidahs	Nom.	Nom.
Baties	\$11½-12.12	\$11.50
Batie types	\$9½-10½	\$10.00
Addis-ababas	Nom.	Nom.

AFRICANS

Nigerian, lbs.	\$1.05-20	\$1.04-10
Mombasas, dz.	\$9.60-11	\$9½-11

LATIN AMERICANS

Mexicans

Matanzas, etc.		
(flat)	Nom.	45c
Oaxacas	Nom.	Nom.

Venezuelans

Barquisimetros	33½c	33½c
Coros	34½c	33c

Brazils

Cearas	88c	88c
Pernambucos	90c	90c
Bahias	Nom.	88c

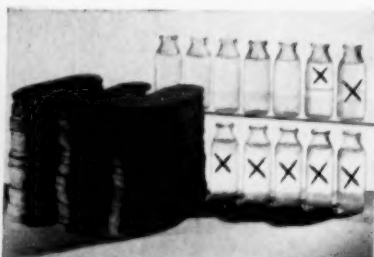
Argentines

Cordobas/		
Santiagos	53c-63c	48c
Pampas	Nom.	Nom.
Paytas	44-47c	43-47c

Peruvians

Ayacuchos	47½c	47c
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At 70% relative humidity, a cubic foot of leather (59 lbs. cu. ft. bone dry wt.) holds about 12 pints of water. If the R.H. drops to 33%, the same cubic foot of leather will lose about 6½ pints of water with marked effect on the workability of the leather.



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PEOPLE

About industry personalities coast to coast

• **Joseph A. Wagner**, director of advertising, and **V. F. Kelley**, sales manager, have been elected vice presidents of The Scholl Mfg. Co., Inc., Chicago manufacturer and marketer of foot comfort remedies and appliances, shoes, and surgical and medical supplies. Kelley began with Scholl's in 1921 as educational demonstrator and has served in various executive and administrative capacities with the company's sales department since that time. Wagner joined the firm in 1924 as a member of the dealer service department and by 1928 had risen to advertising director.

• **Edward McAvoy**, formerly superintendent of the Cohas factory of International Shoe Co. in Manchester, N. H., has been appointed manager of International's plant in Claremont, N. H. He replaces **Norman L. Worad**, who has left the company's employ. Mr. McAvoy has been with the company about five years. He served as assistant superintendent at International's Lake factory in Nashua.

• **Milton Saxe**, better known as "Pop" Saxe of *Look* and *Reader's Digest* fame, will promote a line of shoe fabrics for Shain & Co., Boston shoe fabrics firm, aimed towards large shoe chains. Mr. Saxe has introduced many novelty shoe accessories and was a pioneer of shoe fabrics some 25 years ago. One of the first new fabrics to be introduced will be "Crinresse" (horse hair) which will come in popular colors for women's footwear.

• **Gerald L. Glespen** has joined the sales department of Hooker Electrochemical Co., Niagara Falls, N. Y., manufacturer of tanning chemicals, as sales analyst. He is a member of the chemical Marketing and Economics Division of the American Chemical Society and of the American Petroleum Institute. He is also a member of the Fuels and Lubricants Section of the Society of Automotive Engineers.

• American Hide And Leather Co. recently announced the following appointments: **Defred G. Folts, Jr.**, becomes assistant to the president and will be in charge of all merchandising and promotion; **John E. Rowan** is appointed assistant sales manager in charge of all men's and children's leathers, including sides, kip and calf;

Philip I. Light, sales manager, will be in charge of all women's leathers and bag leathers, including sides, kip and calf; **Oliver M. Lund** will be in charge of a new central production control department and will be responsible for all delivery dates and delivery promises.

• **Morris Singer**, partner in Goodman & Singer Shoe Co., Boston shoe wholesaling firm, is reported to have purchased interest of Joseph Goodman who will retire from business.

• **McLeod Stevens**, president of Johnson, Stevens & Shinkle Shoe Co., has bought 1,151 common shares, increasing his direct holdings to 7,300.

• **Gordon B. Blatz**, director of Amalgamated Leather Co's., Inc., has purchased 1,300 common shares, increasing his direct holdings to 10,887.

• **John McCollow** was elected secretary of Albert Trostel Packings,

Ltd., Lake Geneva, Wis., leather packings manufacturer. Election by the board of directors automatically makes McCollow a board member.

• **Lenny Rubin** has been named vice president of Lynn Craft Shoe Co., Lynn, Mass., manufacturer of women's high style, better grade shoes. He will be in charge of production and quality and is planning to increase production to 40 cases daily. **Robert Krischer** has been appointed sales manager of Lynn Craft and will cover Pennsylvania.

• **P. C. Stevens** is now Boston territory representative for Western Leather Co. for its extensive line of cut stock.

• **Harris J. Shaeffer** has been named general sales manager of Swank, Inc., maker of leather jewelry and accessories, effective Jan. 1. He has been district manager of the Chicago Mid-West area.

• Harvard Coated Products Co. has appointed **Henry Schnaars** exclusive distributor of Swabuck, Harvard's new sueded shoe fabric. Schnaars will devote all his time to promoting use of Swabuck for house slippers, moccasins and novelties.

Italian

Chestnut  *Extract*

SOLID and POWDER MADE FROM LIVE WOOD

MELLOW-TAN

SPECIAL ITALIAN CHESTNUT EXTRACT FOR
SOLUBILITY — COLOR — YIELD OF LEATHER

also —

Italian Stainless Sumac Crystals

Tanexco, Inc.

SOLE AGENTS

549 W. WASHINGTON BLVD. CHICAGO 6, ILLINOIS

NEWS QUICKS

About industry happenings coast to coast

California

• **Pacific Shoe Components Co.**, Los Angeles supplier to the shoe industry, has moved to 659 Rio St. from its former location at 124 West 6th St.

Georgia

• **Georgia Shoe Mfg. Co., Inc.**, Flowery Branch and Buford shoe manufacturer, is reported erecting a new building covering 21,600 sq. ft. at Flowery Branch. The new building will serve as shipping center and administrative headquarters.

Illinois

• **Special Equipment Co., Inc.**, Park Ridge manufacturer of leather drying equipment, moved into its new building at 524 Busse Highway on Dec. 10. Speco's new home was designed and built to facilitate warehousing of equipment and parts, thereby assuring continued efficient service of its growing organization. The new building also contains

modern offices and drafting rooms, completely air conditioned.

• Board of Directors of **Griess-Pfleger Tanning Co.**, Waukegan tanner, has declared dividend of 50c per share on outstanding common stock of the corporation payable Dec. 22 to shareholders of record at close of business Dec. 15.

• Entertainment committee of the **Hide & Leather Association of Chicago** announces tentative plans for a large social affair to be held Jan. 13. A floor show and steak dinner will feature the evening to which all members will receive a ticket.

Maine

• **Koss Shoe Co.** of Auburn has been served a warrant from U. S. District Court in Portland after being charged with violation of the Fair Labor Standards Act by employing workers under 18 years of age. Petition filed under the name of Secretary of Labor James P. Mitchell asks that the firm be or-

dered to cease such practices. Hearing will be held in Portland on Dec. 23.

• **Industrial Development Corp.** of Bridgton is reported to be negotiating with an out-of-state shoe firm to establish a new shoe plant in the town. The new firm would employ 200 persons manufacturing high grade children's shoes, employing both men and women, and with a weekly payroll of \$10,000.

• Only local personnel, with the exception of five major supervisory persons, will man the new tannery now being built in South Paris by **A. C. Lawrence Leather Co.**, whose main plant is in Peabody, Mass. Cost of the new plant, which will employ 195, is \$1,500,000. Construction began last August and operations are expected to begin in the Spring.

Massachusetts

• James A. Munroe has been elected president of **E. T. Wright & Co., Inc.**, Rockland shoe manufacturer, succeeding the late Alfred G. Dono-


• **Abbott Shoe Co.**, North Reading slipper manufacturer, celebrates its 100th anniversary in business next year. The company is currently making plans to mark the occasion.

TOP QUALITY
in every item

COMPLETE RANGE
of sizes, styles, finishes


PROMPT SERVICE
send samples
or specifications

**WIRE RUBBER
HEEL NAILS**




Countersunk Head Brad Head

**WOOD HEEL
ATTACHING NAILS**




Needle-point Thread-fast

Atlas
TACK CORP.
Since 1810



83 PLEASANT STREET
FAIRHAVEN, MASS.

**BRASS, STEEL OR
ALUMINUM EYELETS**



Rolled Invisible



Our Seal of Quality

GENUINE SHEEP and LAMBSKIN LEATHER

Nature's Own Products

Improved by

Modern Tanning Technique

Full Chrome Lambskins with Combination Tannages to Match.
Garment Suedes and Grains — Glove Leathers — Shearlings.

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STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE ST. • CHICAGO, 173 NO. FRANKLIN ST.



Now — better looking shoes
with **DURALENE** *
Packing Room Finishes

DURALENE Packing Room Finishes preserve and improve the natural beauty and aniline appearance of **DURALENE** tannery-finished leathers... thus improving the appearance of the finished shoe.

In meeting today's highly competitive selling conditions, **DURALENE** Finishes can give you just the advantage that spells sales success.

DURALENE is a completely new line of water-type finishes, yet WATER WON'T HURT THE FINISH.

DURALENE Finishes are "tight", water repellent, and durable.

DURALENE holds that factory-finished appearance longer. Its exciting new character, rich lustre, excellent feel and eye appeal will do much to brighten your sales picture.

Call or write your United Branch today for more information about **DURALENE**.

UNITED FINISHES

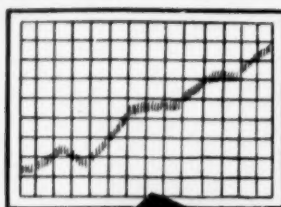
*DURALENE is a development and trademark of B. B. Chemical Co.

UNITED SHOE MACHINERY CORPORATION • BOSTON, MASS.

IMPROVE YOUR SHOE...IMPROVE YOUR MARKET

Shoe linings treated with
PURATIZED® fungicide will:

- Resist bacteria and fungi
- Last longer
- Lessen odor
- Retain original color and feel of fabric



Your shoe will be better if the lining is treated.

Your customer relations will be better if there are no returns due to deterioration or breakage of shoe linings. Insist on materials containing PURATIZED.

Contact Gallowhur licensed distributors in Boston: Pepperell Manufacturing Company; Cushman & Marden; Bennett & Goding, Inc.

Gallowhur

CHEMICAL CORPORATION
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Strippings IN A
WIDE RANGE OF COLORS AND COMBINATIONS

Write for
samples and prices

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Harold Mays & Associates, Milwaukee
Alfred G. Schwab, Cincinnati
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Vogel Holmholz, Baltimore

Agents in Many Foreign Countries

GAYWOOD

"SHOE TRIMMINGS"

1906 PINE ST. • ST. LOUIS 3, MO.

van. Mr. Munroe was formerly treasurer. New treasurer is Arthur L. Monahan who had been assistant treasurer.

• It is reported that **Hamilton Shoe Co., Inc.**, Boston footwear manufacturer, is moving to East Braintree.

• **Benz Kid Co.** will close its Boston office the first of the new year. All business will be conducted from the Lynn tannery and offices.

• **Associated Tanners, Inc.**, recently organized Lynn firm, has started production. The company is specializing in tanning of white kips and will sell directly from the tannery and through agents. Samples now available from Toochein Leather Co., Boston, New England sales agents.

• Donald A. Ireland, president of **John A. Frye Shoe Co.**, Marlboro, announces a new branch to be opened in the Spring in Palestine, Texas. The new plant will employ about 150 when operating at maximum capacity and will have production capacity of 2,000 pairs daily. The company manufactures Western and riding-type boots. Ready market for this type of boot in that part of the country prompted the move, according to Mr. Ireland.

• Name of **Burlington County Shoe Co. of Mass.**, Lawrence footwear wholesaler, is being changed to Little Townner Shoe Co. No changes in personnel.

• Eleventh anniversary banquet and entertainment of **New England Shoe Foremen and Superintendents' Association, Inc.**, will be held Jan. 15 at the Hotel Statler main ballroom, Boston. Reservations close Dec. 20.

Massachusetts

• **Brezner Division of Allied Kid Co.** will make the special side leather to go into bags for the U. S. Olympic Team. The leather selected by the American Olympics Committee was No. 1382 in Brezner's swatch book. Brezner is renaming it No. 1382 "Olympic Red."

• **Regal Shoe Co.**, Whitman, showed a six-months net profit of \$127,112 for the period end last June 30, in a stockholders' report just issued. Net sales for the period were \$4,566,400.

Missouri

• **Brown Shoe Co.**, St. Louis, voted a year end dividend of 80 cents a common share payable Jan. 3 to stock holders of record Dec. 17.

ESTABLISHED 1898
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FOOT LOCKER

HOLD RESPONSIBLE FOR
READ YOUR TICKET

Order # _____

PATTERN # _____

Width _____

QUARTER LINGUE

98987 Last Per 36

Width _____

Cost # _____

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WORK TICKETS

TO SPEED PRODUCTION

Serially numbered, piece work—case lot control tickets or tags.

INTERNATIONAL TICKET CO.

PLANT, NEWARK 4, N. J.

Sales offices: New York, Boston, Philadelphia, Baltimore and principal cities.

• **Edison Brothers Stores, Inc.**, is sharing a \$250,000 bonus among the 37,000 employees of its 251 stores in 38 states. The company also contributed \$245,000 toward the estimated cost of its pension fund, maintained entirely by company funds.

New Hampshire

• **Connors-Hoffman Footwear, Inc.**, Littleton shoe manufacturer, is expanding its operation with addition of more space and production step-up of 10 percent. Between 20 and 25 new jobs will become available. The company now employs 260.

New York

• Seven percent rise in sales experienced by **Melville Shoe Corp.** in November from the like month last year reflects firm's retail store expansion program. It has been adding an average of one new store a week thus far in 1954 and at the end of November there were 45 more outlets than on that date last year. Latest total is 829.

• **Niagara Industrial Laboratories** has moved to new quarters, 1750 Maple Ave., Niagara Falls, it was announced by owner and director, Alfred W. Hopton. The laboratory performs research and special testing, specializing in leather, tanning problems and synthetic organic chemicals.

Pennsylvania

• Joseph Leibman is reported to have filed certificate to trade as **Evy-Lynn's Slipper Co.**, Philadelphia slipper manufacturer.

Texas

• Fall Shoe Show of **The Southwestern Shoe Travelers Association**, Dallas, will be held May 8-11, 1955, while the Spring Shoe Show will take place Nov. 6-9, 1955. Both shows will be held in the Hotel Adolphus, The Baker Hotel and the Southland Hotel.

Wisconsin

• **Mid-States Shoe Co.**, Watertown, honored three employees recently with a dinner. Robert Fuermann and Gerhard Saniter were given recognition for 40 years service, while George Krueger was honored for 50 years service. Mid-States now has 11 of its employees with 40 years or more of service.

Canadian Notes

• John L. Braive has been appointed sales manager, Shoe Products Division of Dewey and Almy Chemical Company of Canada, Limited, it is announced by Harold C. Pearson, vice-president and general manager of the company.

Mr. Braive has been active in the Canadian footwear industry for the past twenty years.

He is past president of the Shoe Industry Suppliers Association and

vice-chairman of the Shoe and Leather Council of Canada.

• There has been a downward trend in the number of bankruptcies in Canada's **retail shoe business**. Federal officials in Ottawa disclose that such failures dropped to five in the third quarter of 1954 in contrast to seven in second quarter and eight in the first quarter.

• Canada's shoe manufacturing industry reported 19,127 employees on Sept. 1 this year and their **average weekly salaries and wages** continued to advance, rising to \$40.55 on this date in contrast to \$40.06 on



TESTING AND RESEARCH
CORPORATION

PORT ALLEGANY, PENNSYLVANIA

ESTABLISHED 1950

ATTENTION!

Wear, Talk and Advertise

LEATHER!

*Everyone should know the health and
distinctive qualities of*

LEATHER!

Aug. 1 and \$39.10 on Sept. 1, 1953.

However, the average hourly earnings of such workers dropped to 95.6 cents on Sept. 1 against 95.8 cents on Aug. 1, but above the 93.4 on Sept. 1 a year ago, with the average hours of work per week standing at 39.3, 38.7 and 39.1 respectively on these dates.

There were 14,771 wage-earners in the industry on Sept. 1 this year and their average weekly wages rose to \$37.57 on this date against \$37.07 on Aug. 1 and \$36.52 a year earlier on Sept. 1.

Employment in the industry rose to an index of 92.1 on Sept. 1 in contrast to 90.6 on Aug. 1 and 95.4 on Sept. 1 a year ago, based on 1949 being 100. Of the 19,127 employees reported on Sept. 1, men comprised 10,548 and women 8,579 or 55.1 percent men and 44.9 percent women, the same as on this date a year ago.

• Canadian exports of raw hides and skins rose to \$6,917,000 in the

first ten months of 1954 in contrast to \$6,197,000 in the same period of 1953, and shipments to foreign markets of leather and products increased to \$7,872,000 in this period as against \$7,716,000 a year ago.

Raw hides and skins shipped to outside markets fell to \$541,000 in October against \$544,000 in September, \$571,000 in August and \$560,000 in October last year, while leather and products shipped dropped to \$755,000 in October against \$825,000 in September and \$1,047,000 in October last year.

• Sales of retail shoe stores across Canada fell 2.7 percent in dollar volume during September in contrast to same month last year. But such sales advanced 19.9 percent as compared with the preceding month, with shoe sales in the first nine months of 1954 declining 4.4 percent as against the same period of 1953, including lower sales records in all regions.

Such retail shoe stores' sales dropped in first nine months of this year 0.7 percent in the Atlantic Provinces, 3.2 percent Ontario, 3.3 percent British Columbia, 4 percent Alberta, 4.7 percent Manitoba, and 7.1 percent Quebec. In September this year compared with a year ago, such sales fell 0.5 percent in the Atlantic Provinces, 1.2 percent British Columbia, 3.7 percent Ontario, and 11 percent Alberta. However, sales in September against August showed only one loss of 8.4 percent in Alberta and gains of 1.2 percent in British Columbia, 20.1 percent Ontario, and 45.9 percent Atlantic Provinces.

Retail shoe sales in first nine-months period of 1954 totalled \$79,672,000, including \$34,221,000 in Ontario, \$23,441,000 Quebec, \$7,677,000 British Columbia \$5,960,000 Atlantic Provinces, \$3,821,000 Alberta, and \$2,480,000 Manitoba.

• The Shoe Information Bureau of Canada is sponsoring a 12-week correspondence course in shoe salesmanship by home study designed exclusively for retail sales work. Cooperating in the project are the Canadian Tanners' Association the Shoe Manufacturers' Association of Canada and its Allied Trades Division, and the Canadian Shoe Retailers' Association.

One lesson is mailed each week. Test papers are marked and graded by the Institute. Students with an average of 80 percent are eligible for the final examination, and students succeeding in the final examination are awarded diplomas and bronze lapel buttons.

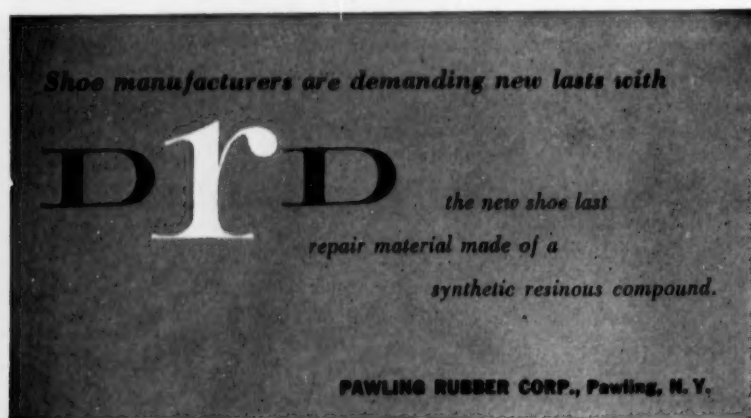
The entire course is \$15 and an additional \$5 is charged to students taking the final examination.

The 12 lessons include: Basic Shoe Styles and How To Identify Them; Leathers Used for Shoe Manufacture, with Swatches; Other Material Used for Shoe Manufacture, with Swatches; How Shoes are Made, with Illustrated Description of 16 Modern Methods of Shoe Construction; What You Should Know About Lasts; Simplified Anatomy of the Foot and Its Importance in Shoe Fitting; Foot Measuring Devices and How To Use Them; Shoe Fitting for Adults; Shoe Fitting for Children; Sales Psychology On The Sales Floor; Theory of Shoe Salesmanship with Practical Aids; and Summary of Main Points for Diploma Test.

Operated commercially, a similar course would cost at least five times as much, the Footwear Institute points out, adding that only industry-wide support makes possible the nominal charge.



SURPASS KID GLAZED SUEDE
GENUINE KANGAROO
SURPASS LEATHER COMPANY
PHILADELPHIA



Shoe manufacturers are demanding new lasts with
DRD the new shoe last
repair material made of a
synthetic resinous compound.
PAWLING RUBBER CORP., Pawling, N. Y.

CLASSIFIED ADVERTISING

Wanted and For Sale

Sewing Machine Wanted

Puritan, Landis, Randall, Campbell, Union Lock, Singer, and others.

Address March,
17 Lafayette Pl.,
Irvington, N. J.

Bargains

Leather Remnants, and plenty of it. Sorted to specifications. Textiles of all kinds in full piece, remnants and block cuts. Bargains. Only Bargains. 7 Floors of Bargains.

CENTRAL MERCANTILE CO.,
742 W. Taylor St.,
Chicago 7, Ill.

Blue Splits

SHAVED AND LEVELED to your specifications. Any weight and quality to your requirements.

Address N-1,
c/o Leather and Shoes
300 W. Adams St.,
Chicago 6, Ill.

American Tanneries!

WELL-KNOWN Swedish leather importer wants to represent in Sweden one or two of the best American tanneries making leather for the shoe industry.

Address N-6,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Chamois Leather

Full oil tanned, light weight skins, for the Automobile and Store Trade. Low prices. Prompt delivery.

Woodacre Chamois Co., Ltd.,
Darwen, Lancs., England.

Blue Splits Wanted

BLUE SPLITS WANTED. Car or truckload quantities. Untrimmed. Also Blue Shoulder Splits, etc. Steady user.

Address N-2,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Help Wanted

Wanted

OLD ESTABLISHED manufacturer of Pigment Finishes requires the services of an expert in pigment finishing shoe & upper leathers. Must be experienced in making tannery demonstrations and be willing to travel. All replies confidential. State age, experience and starting salary. Address N-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Wanted!!

Side Leather Finishing Supervisor

EXCELLENT OPPORTUNITY AND SALARY. Large Side Leather tanner wants fully experienced man capable of scheduling and finishing full line Side Leathers. Replies kept confidential. Address N-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$3.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Situations Wanted

Tanner

YOUNG TANNER (from Europe) would like to change his present position.

Seven years' experience in shoe-upper, suede and garment leather. Specialist in beamhouse, tannery, and dyeing.

Prefer Eastern Canada.

Address N-11, c/o Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

Leather Technician

WELL-KNOWN European chrome leather expert with many years' practical experience as leader technician of important chrome leather factories, perfect in the manufacture of first class boxcalf, side leather, corrected grain leather, waterproof chrome and combined suede and split suede, wants leading technician position in the U.S.A. or Canada. Address N-13, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Hide Receiver

POSITION WANTED by a man with extensive experience in big packer and small packer hides, also country hides and skins. Have had a long experience in hide department in tanneries, also roadwork. Know the Middle West well. Seeking representation with brokers or tanners to take up and ship hides from all Middle West points. Address N-16, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Consulting Tanner

ACTIVE MEMBER of the A.L.C.A., with 25 years in the production of top quality Calf and Side Leather.

Address N-14,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Splitter Consultant

SETTING UP AND ADJUSTING my specialty. Thoroughly experienced in all phases of splitting.

Address N-15,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

a lump

or

thickening

...in the breast or elsewhere—is the second of the seven commonest danger signals that may mean cancer...but should *always* mean a visit to your doctor.

The other six danger signals are—**1** Any sore that does not heal **2** Unusual bleeding or discharge **3** Any change in a wart or mole **4** Persistent indigestion or difficulty in swallowing **5** Persistent hoarseness or cough **6** Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society

Here are
3
SHOE PRODUCTS
THAT SAVE PENNIES

LYNN INNERSOLE CO., ALLSTON, MASS.

INNERSOLES
PLATFORMS
WEDGIES

Deaths

Milton E. Heinrich . . . 45, *shoe leather wholesaler*, died Dec. 9 at the Good Samaritan Hospital, Cincinnati, after a brief illness. A native and lifelong resident of Cincinnati, he was a partner in the John A. Spille Co., shoe leather wholesaler. Heinrich was in the shoe leather business for 30 years and was a member of the Cincinnati Shoe and Leather Club. He leaves his father, Edwin; a sister, Olive Smith, and two brothers, Clifford and Nelson, all of Cincinnati.

Anthony L. Aste . . . 88, *shoe polish manufacturer*, died Dec. 8 in Long Island College Hospital, Brooklyn, N. Y., after having suffered a heart attack. A former shoeshine boy who made a fortune manufacturing shoe polish, he had been under treatment at the hospital for two and a half years.

He founded the Griffin Manufacturing Co., Inc., to bottle and sell the polish. He was president of the company, which has been located for many years at 410 Willoughby Ave., New York City.

Surviving are a son, Robert; two daughters, Winifred Aste and Mrs. Henry L. Ughetta, and a grandson, Robert Aste, Jr.

John R. H. Ward . . . 64, *leather company executive*, died December 8 in Milwaukee following a brief illness. A native of England, he came to this country in 1914 and entered the leather business about 30 years ago. He founded his own firm, the John Ward Leather Co. in Milwaukee in 1930. Survivors are his wife, Dorothy; three sons, Jack, Daniel and John R., Jr.; two daughters; Mrs. Nancy Bauer and Ann, and a sister, Mrs. Cary Walker, England.

Frederick B. Mower . . . 55, *shoe and leather executive*, died Dec. 9 after an illness of several months at the home of his parents, Mr. and Mrs. Frederick T. Mower of Lynn, Mass. A resident of Freeport, Me., he was employed at the Mower Counter Co., Lynn, the Small-Abbott Co., Inc. of Freeport, where he was a director, and

the Eastland Shoe Co., also of Freeport. For years he was a leader in civic affairs in Freeport, where he was chairman of the School Board and treasurer of the Maine community's original Sewerage Commission. In addition to his parents, he leaves his wife, Mrs. Nellie (Goddard) Mower, a sister and an aunt.

Charles Lopresti . . . 67, *retired women's shoe designer and manufacturer*, died Dec. 9 in New York Hospital after a brief illness.

John J. Daly . . . 81, *retired leather foreman*, died Dec. 6 in Salem (Mass.) Hospital where he had been confined since falling down a flight of stairs in his home Nov. 17. He had been employed as a foreman by the A. C. Lawrence Leather Co. of Peabody for 23 years, retiring in 1938. A member of the Knights of Columbus, he served as its financial secretary for 25 years. He was also a member of the A. C. Lawrence Employees Benefit Association and the Holy Name Society of St. James parish, Salem. Surviving are his wife, Margaret F. (O'Connor) Daly; three sons, Daniel I. and Joseph M. of Salem and John B. of Beverly, Mass.; three daughters, Mrs. Joanna B. Hogan, Miss Marie V. Daly and Mrs. Margaret M. Skelly, all of Salem; also two grandchildren and several nieces and nephews.

John E. Gallagher . . . 92, *former tanning executive*, died Dec. 1 at the home of his daughter, Mrs. John Quigley of Emporium, Pa., with whom he resided. He was a pioneer lumber, leather and tanning man in the Columbia County area, having spent some 45 years in the industry and having outlived it there. He was an official of the old Elk Tanning Co., at Jamison, Columbia County. Surviving are a sister, Mrs. James Foley and nine sons and daughters.

Edward P. Burns . . . 80, *former shoe factory foreman*, of Lynn, Mass., found dead Dec. 12 after an extensive air and land search conducted since he was reported missing Oct. 22. He leaves his wife, Catherine; three sons, Edward, Frederick and Charles; two daughters, Mrs. Catherine Bagley and Mrs. Madeline McHale, a brother and a sister.

Coming Events

Jan. 15, 1955—Annual Banquet of New England Shoe Superintendents' & Foremen's Association. Hotel Statler, Boston.

Jan. 16-19, 1955.—41st Annual Middle Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers Association. The Benjamin Franklin, Philadelphia, Pa.

Feb. 19-22, 1955—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Plaza Hotel, Cincinnati, O.

Feb. 27-March 2, 1955—Allied Shoe Products and Style Exhibit for Fall and Winter 1955. Hotel Belmont Plaza, New York City.

March 1-2, 1955 — Official showing of American Leathers for Fall and Winter 1955, sponsored by Tanners' Council of America, Waldorf-Astoria Hotel, New York City.

April 24-27, 1955—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 1-5, 1955 — Popular Price Shoe Show of America for Fall and Winter 1955. Sponsored by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

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CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S. INC.

WILMINGTON 99, DELAWARE



THE USMC SEAM REDUCING MACHINE — MODEL A *gives you backseams of hand-rubbed quality, at a high rate of production*

This new United machine will reduce backseams by removing a small portion of stock from both edges of the upstanding section of the seam. The remaining stock is rubbed down and over to effectively reduce the seam. In the finished shoe, it has a smoothness and evenness heretofore unobtainable except by arduous hand work.

"Snakey" backseams are overcome even though quarters are not matched for texture or weight. Strain on stitches in this operation is eliminated and strain on the seam at lasting is greatly reduced, thus overcoming the problem of broken backseams.



IMPORTANT MECHANICAL FEATURES
 Positive feed mechanism . . . treadle operated
 deflector for right or left dog-ear backstays
 . . . inside of machine splash lubricated . . .
 pre-lubricated external bearings.

UNITED SHOE MACHINERY CORPORATION
 BOSTON, MASSACHUSETTS

there's no

about
SWABUCK

for house slippers

for moccasins

for novelties



Easy to handle and easy to stitch, Harvard's SWABUCK is perfectly suited for the uppers of house-slippers, moccasins, and novelties.

Made on a heavy or light fabric base, it is calendered with genuine rubber and then flocked in a variety of popular colors.

And because of its sturdy wearing qualities, SWABUCK is used extensively for bottoming soft-sole house-slippers. Ask for samples now.

HARVARD COATED PRODUCTS CO., Inc.

112 NORFOLK AVENUE

ROXBURY, MASS.

REPRESENTATIVES

HAROLD FINEN
834 Reedy Street
Cincinnati, O.

FRANK GORDON
New York City
Plaza 7-3638

INDUSTRIAL LEATHERS
722 East Washington Blvd.
Los Angeles, Calif.

J. B. ROBERSTON
Cuthbert's Bldg.
12 Field St.
Capetown, So. Africa

HARRY SCHNAARS
54 Morris Drive
New Hyde Park, L. I.

ALLEN SHACKELFORD
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